

Exhibit 59 to Plaintiff's  
Memorandum of Points and Authorities  
in Support of Its Motion for Temporary  
Restraining Order and Preliminary Injunction  
(PX00676)  
Part 10 of 17



## Prototype Refinement: Suggested SmartDesign Changes

Combined, these elements work  
together to reinforce the  
Capers' brand



COMMUNITY MARKET<sup>®</sup>

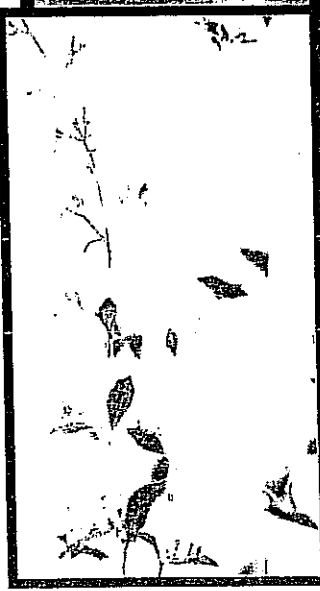
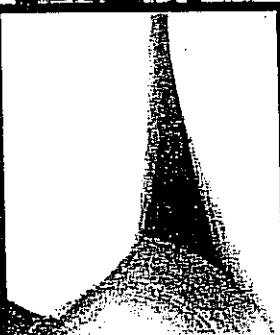
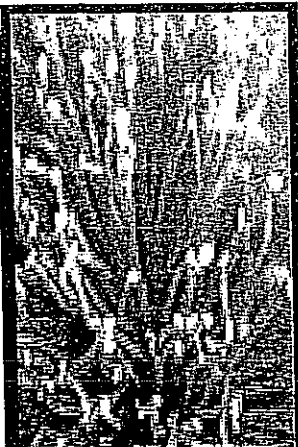
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## Prototype Refinement: Suggested SmartDesign Changes

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Creating a customer experience  
unique to  
**Wild Oats Markets**  
requires the same approach





## Wild Oats High Demand Model

- For high demand markets (i.e., [REDACTED] relocation)
- Lower total FFE costs per foot even with larger/more complex food service component - \$[REDACTED]/ft. drops to \$[REDACTED]/ft. because of greater aisle space, and lower per sq. ft. construction costs – drop of [REDACTED]% for each [REDACTED] sq. ft. added to the box size

### • EXAMPLE

- [REDACTED] currently running \$[REDACTED]/wk sales out of [REDACTED] sq.ft. retail space, or \$[REDACTED]/ft.
- In [REDACTED] sq. ft. box, should do \$[REDACTED]/sq.ft. minimum - \$[REDACTED]/wk sales
- Cost to Construct
  - \$[REDACTED]/ft. for FFE = \$[REDACTED]M
  - \$[REDACTED]/ft. for construction ([REDACTED] construction costs higher than country average) minus \$[REDACTED]/ft. LL contrib. = \$[REDACTED]M

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# 44,000 Sq. Ft. Model

	Relo Model	
Square Feet:		
Buildout Expense	Total	Per SQ
Equipment		
Tenant Improvements		
LL Contribution		
Pre-Opening Expense*		
Soft Costs and Other		
Total Cash Outlay		
Comp	Year 1	Year 5
Weekly Sales		
Sales Mix		
Bakery		
Dairy		
Deli		
Cheese		
Floral		
Grocery		
Bulk Grocery		
Frozen		
Meat		
Seafood		
Natural Living		
Mercantile		
Produce		
Sushi		
Wine/Beer		
TOTAL ANNUAL SALES	\$	\$

MARGIN	Year 1	Year 5
Bakery		
Dairy		
Deli		
Cheese		
Floral		
Grocery		
Bulk Grocery		
Frozen		
Meat		
Seafood		
Natural Living		
Mercantile		
Produce		
Sushi		
Wine/Beer		
Merchandise Margin		
Gross Margin		
Gross margin %		
Payroll %		
Payroll Taxes & Benefits %		
Direct Store Expense %		
Store Cash Flow	\$	\$
Incremental Cash Flow Analysis (Versus Existing \$BE)		
10-Year Investment Metrics *	MIRR:	
	IRR:	
	NPV:	
Non-Incremental - 10-Year Investment Metrics**	MIRR:	
	IRR:	
	NPV:	
* Cash Only	** % Discount & Reinvestment Rate	

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## **Henry's vs. Oats Recap of Key Data**

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